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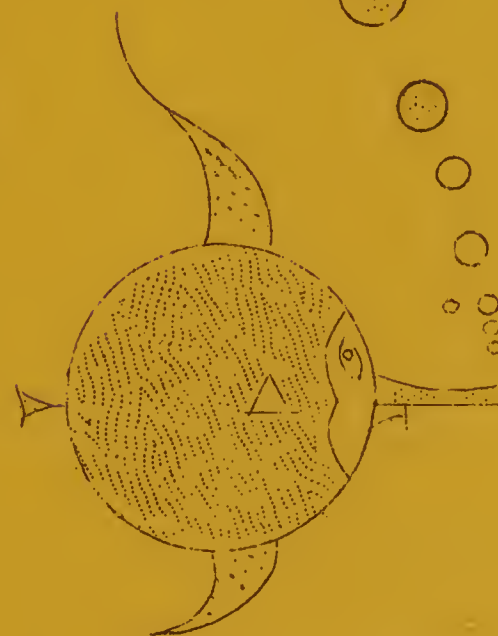
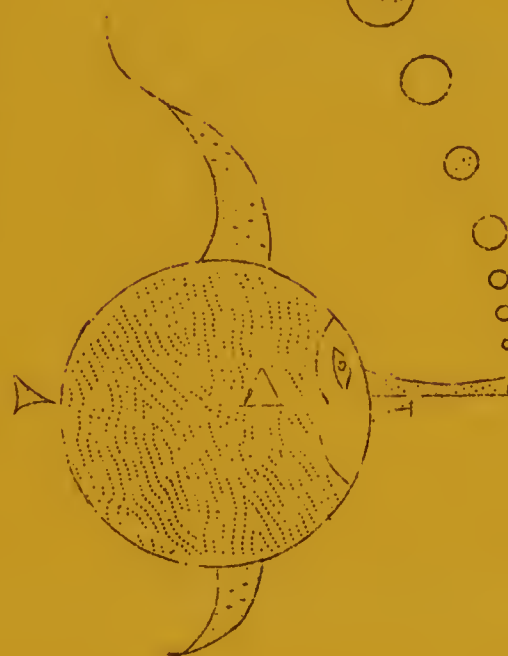
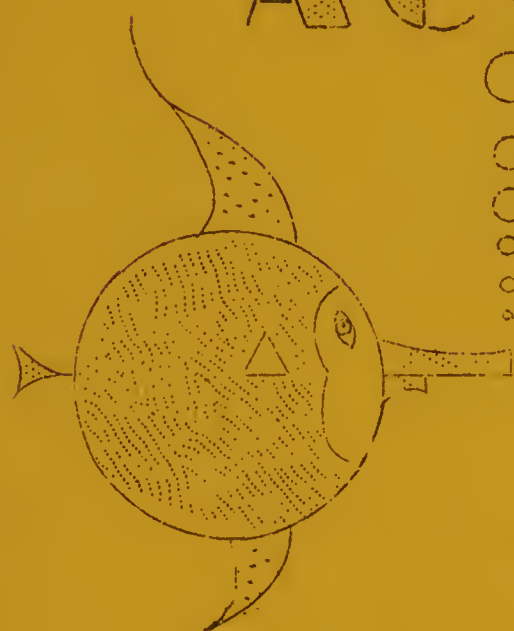
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# TROPICAL FISH

AND

# ACCESSORIES

*Yucca plants, pots*



## NIPPON GOLDFISH CO

1919 - 21 BUSH ST.

SAN FRANCISCO, CAL.

*"Since 1911"*



A  
FISH  
CAN  
DROWN



In breathing, a fish uses up the oxygen contained in the water. If oxygen is not put back, the fish will drown. Many aquarists unknowingly keep their pets on the verge of drowning, and only avoid actual catastrophe by frequently changing the water.

Plants put oxygen into the water, but are satisfactory only when properly illuminated and proportioned.

Best results are obtained when the aquarium is continuously aerated by releasing a stream of fine air bubbles from a submerged porous stone, connected by a small rubber tube to an air pump. The fish will live and thrive, and change of water will be practically unnecessary.

The **White Mist** air pump was developed expressly for aeration. A few of its advantages are that it never requires oiling; it is built to run continuously at a cost of less than 6c per month for electricity. This is approximately 1/10 of the usual cost for other methods of aeration. The pump is practically silent, and does not interfere with the radio. There are no bearings or pistons to wear.

The **White Mist** air pump is an extremely simple and long-lived mechanism. Its working principle\* briefly, is as follows:

A U-shaped steel bar, vibrated by an electro-magnet, works a sturdy little bellows. The bar is tuned to synchronize with the vibrations of the alternating

current. The pumping impulses are so rapid (120 times a second) that the air flows from the outlet tube in a smooth, luxurious stream. This smooth stream of air, coupled with a fine-grained releaser stone, will result in very tiny air bubbles. Tiny bubbles are most desirable, as they readily dissolve into the water for perfect aeration. Your pets require the prickly tang of oxygen to give them new life and color. They will fairly revel in this near approach to a lively, sparkling jungle stream.

**PRICES**—In ivory and black lacquered case— \$7.50  
 (4x4x8 1/2-in.) . . . . East of Rockies 7.90  
 Glass-topped model . . . . . 9.50  
 East of Rockies 9.90

#### WHITE MIST AIR PUMP

Aerates 1 to 8 aquariums.  
 Costs about 6c per month to run.  
 Is quiet.  
 Never needs oiling.  
 Does not interfere with radio.  
 Guaranteed for a year.

#### SPECIFICATIONS

Type . . . . . Vibrator  
 Volts . . . . . 105-120  
 Cycles . . . . . 50 or 60  
 Watts . . . . . 1.85  
 Pressure . . . . . 4 1/2 lbs.  
 Air Flow . . . . . 30 cu. in.  
 (under usual operating conditions.)

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BUILT BY

**HADDAWAY MANUFACTURING COMPANY**

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**NIPPON GOLDFISH CO.**

1919-1921 Bush Street

**SAN FRANCISCO, CALIF.**





NIPOGOLD DE LUXE

# AUTOMATIC AQUARIUM THERMOSTAT CONTROL

(Adjustable Unit)



"The Silent Watchman"

**NIPPON GOLDFISH CO.**

1919-21 BUSH STREET  
SAN FRANCISCO, CALIF

# INSURANCE FOR YOUR FISH

The finny inhabitants of a well balanced aquarium have a body temperature dependent on the temperature of the water in which they live. This desired temperature should be maintained always at some definite degree, for instance 75, 77 or 78 degree. Most delicate Tropical Fish do best at any of the above set temperatures, but immediately when sudden changes in temperature occurs, there results the susceptible "chills" and "ich" developments.

"NIPOGOLD" AUTOMATIC THERMOSTAT controls are scientifically designed to automatically maintain the water in an aquarium at a constant, even temperature which is so vital to the life and health of the Tropical Fish. **Nipogold Thermostats** are carefully constructed with the best of materials and have proven to be thoroughly reliable and accurate in performance.

"NIPOGOLD" THERMOSTAT UNITS consist of a temperature sensitive element assembled on a substantial bakelite material and entirely set in a glass tube. Corrosion is therefore eliminated, and the entire mechanism is visible at all times.

Protect your TROPICAL FISH pets for the future span of life by investing in a dependable thermostat. And remember, the thermostat pays for itself by the amount of electricity it saves within the period of three to four months. Your first cost is your last. **A Guaranteed Nipogold "De Luxe" Thermostat for only \$2.75.**

## CHECK THE BIG TEN FEATURES OF THE NIPOGOLD THERMOSTAT

1. Guaranteed for one year against defects in materials and workmanship.
2. Adjustment is made possible from the top of the thermostat and is very easily adjusted without removing same from the aquarium. (The "Junior" model, adjustment is made from the inside)
  - (a) To increase temperature of the aquarium turn screw a quarter turn for a rise of one and a half degree. To decrease turn screw to the left.
3. Underwriters' approved all rubber cord.
4. A three way outlet plug to provide for as many heaters.
5. A condenser is installed to absorb all radio interference.
6. Heavy duty silver contact points which will not stick and burn out.
7. Fully insulated with no danger of shocks or short circuits.
8. Encased in all glass test tube so that it will not corrode.
9. Will control an aggregate heater capacity of 400 Watts. A. C. or D. C. 110-220 volts.
10. Absolutely accurate and holds within one degree temperature of desired temperature.

This little instrument, with all the goodness of above features, is an unfailing watchman that guards the health of your fish with an unvarying accuracy by automatically regulating the heat in the tank. It is sturdily built of finest materials and will not corrode or affect the water harmfully in any way.

### "NIPOGOLD" JUNIOR DE LUXE MODEL AQUARIUM THERMOSTAT CONTROL

Same as DE LUXE model, with the exception of an inside adjustment screw in the Junior Model.

Junior DE LUXE MODEL .....\$2.25

## "CHASE" CHROME AQUARIUM HEATER

"Chase" heaters are made of the best materials and are built to withstand the abuse ordinarily given an electric heater when used in an aquarium.

The shell is made of chromium plated brass tubing and cannot be broken by a sudden change of temperature or by being dropped.

The "Chase" heater is designed to lay on the bottom of the aquarium where the heat really belongs. The design is such as to afford the best possible circulation of the heated water, and is also easily concealed among the aquarium plants so that it will not mar the beauty of the aquarium.

These heaters are guaranteed for two years from date of purchase against defective workmanship or material.

Heaters may be had in the following wattages:

20, 40, 60 Watts .....	\$2.00 Each
75, 100, 150 Watts .....	\$2.25 "

Caution: Do not turn on current until heater is submerged in water.

### HOW TO DETERMINE CORRECT WATTAGE OF HEATER

To figure the approximate wattage for a given size aquarium, multiply the number of gallons by 3 watts. For example, a 5 gallon tank will take a 15 W heater. This gives a temperature of about 12 degree above the atmospheric temperature. This rule applies where the heater is not controlled by a thermostat.

When using a thermostat, multiply the number of gallons by 6 watts, (using a 30 W heater for 5 gallons) which will give you a 25 degree rise above the room temperature.

The above temperatures are not guaranteed as it is impossible to allow for many elements that tend to cause a variation of a degree or two.

## TROPICAL FISH FOOD

BE SURE TO FEED YOUR TROPICAL FISH, with a varied diet; and let it consist of "NIPOGOLD" Tropical Food, "Glandex", Ground Shrimp and "Bio-Vita"

To accommodate our customers, Live Brine Shrimp is gathered about once a week, usually on Monday afternoons. Tropical fish should be fed with this Live Shrimp about once a week.

"NIPOGOLD" FOOD PER JAR -----	.25¢
"NIPOGOLD" Ground Shrimp can	.10
Glandex" "	.25
"Bio Vita" per "	.25

## LIVE BRINE SHRIMP

"SHRIMP COCKTAIL" for your fish.

1-PT .10¢	1-QT .15¢	1-GAL .25¢
NATURAL SEA SALT -----	.05¢ LB	

## BRINE SHRIMP EGGS

(Artemia Eggs packed by San Francisco Aquarium Society)

Per Carton .35¢ Each.

From dried eggs, it is possible to raise small Live Brine Shrimps. Incubation period is only 48 hours. A very excellent live food for young fish.

## PH WATER TESTERS

CHAMBER'S WATER TESTING KIT	\$2.00
Nitrazine " " Paper	.30

100 strips per tube.	
Sufficient test to determine Acidity or Alkalinity of pH value of aquarium water.	
Acid Water Neutralizer	.10
Sodium Biphosphate 5 OZ weight (To acidify Water)	.50

## REFERENCE BOOKS

Tropical Fish Handbook -----	.25¢
Primer of Fish Breeding -----	.25
75 Ideal Community Fish	.50
"1001" Questions Answered About Your Aquarium" (by Mollen & Lanier)	3.00
"Love and Life in the Aquarium" (by C.H. Peters)	3.75
"Tropical Fish for the Home" (by F.H. Stoye)	4.00
"Exotic Aquarium Fishes" (W.T. Innes) 3rd Edition	5.00
Magazine Subscription, "THE AQUARIUM" Per year	2.00
"The Aquarium" magazine may be purchased at our store every month. Get your copies from us.	

## AQUARIUM FISH NETS

3 $\frac{1}{2}$ Inch small Triangle net ----	.10
4 $\frac{1}{2}$ " medium " " ----	.15
4 " small Square Tropical	.20
6 " medium " net	.25
8 " large " "	.35

(Large Goldfish nets - see Goldfish Price List. )

## MISCELLANEOUS SUPPLIES

5" Aquarium Thermometer (Floating)	.35¢
4" " " (stationary)	.25
Feeding Rings Sm .10 Medium .15 L.20	
Catch Pipe for Baby Fish	.50
Glass Dip Tubes 12" Flat Point	.40
Glass Dip Tubes 14" " "	.50
Glass Dip " 16-18" "	.60
PECORA AQUARIUM CEMENT Per Lb	.30
Per 5"	.25
"SS" Heat application	
"Q4" Soft application	
White Worm feeders (celluloid)	.15¢
"V" Shape Breeding Traps	.75
Scrapers with 16" wooden handle	.35
Scrapers, without handle	.15
Aquarium Top Reflectors	1.75
Side Reflector with suction cups	1.25
Planting Pots Sm .05 Mod .10¢ Lg	.15
Ornamental Sea Horse Legs Set	1.25





# TROPICAL FISH VARIETIES

NEON TETRAS (Hyphessobrycon innensi ) \$ 5.50 Pr		"WHITE CLOUD MOUNTAIN FISH" (Tanichthys albonubes from China) \$ 1.50 PR		RASBORA HETEROMORPHA ( Black triangle ) \$ 2.50 PR.	
LIVE BEARERS	EA	BARBUS FAMILY	EACH	TETRA VARIETIES	EA
Rainbow guppies	.10¢	"Posy Barbs	.25¢	Silver tetra	.25
Golden Guppies	.25	Striped barbs	.25	Tetra von rio	.40
Trinidad guppies	.25	Barbus vittatus	.25	Pristella riddlei	.45
Red and Golden moons	.30	"Dwarf" phutunio	.50	Bloodfins	.40
Blue , Black moons	.30	Barbus oligolepis	.50	Black Tetra	.45
Green Swordtails	.35	"Ruby" barbs	.50	Hyphessobrycon serpaes	.95
Red Swordtail	.50	Barbus sumatranus	.75	" heterorhabdus	1.25
Liberty Mollienisia	.30	B. lateristriga "T"	.60	Neon tetra	2.50
Black Mollienisia	.60	B. everetti	.60	African tetra	.75
Spike Tail "	1.25	B. tetteya "cherry"	.75		
Haty Variatus (male)	.75			CICHLIDS	
Mixed moons	.25			Jewel fish	.30
Black Mollies (young)	.35	MISCELLANEOUS		Small Scalare	.30
		Bitterling	.25	Medium "	.50
BUBBLE NEST BUILDERS		Polycentrus		Cichlasoma cutteri	.25
		schomburgkii	.25	" festivum	.75
Indian paradise	.25	Blue Dace	.40	Scarlet cichlid	.50
Blue gourami (young)	.25	Australian rainbow fish	.40		
Trichogaster leerii	.25	Egg laying swordtail	.40	CATFISH & SCAVENGERS	
3 Spot gourami	.35	Dwarf Acara	.60	Spotted Weatherfish	.20
Female Bettas	.35	Rasbora daniconia	.40	Mystery Snails	.10
Dwarf gourami	.50	Dormitator maculatus	1.25	Corydoras paleatus	.75
Male Bettas from \$1.00		Paragneatus	.75	Corydoras aeneus	.75
Cambodia		Glass fish -Ambasis lala	1.50	" leopardus	1.25
Red - Green		Clown loach	6.00		
Blue shades					
		WATER PLANTS			
		Anacharis per bunch	.10¢		
		Cabomba " "	.10		
		Vallisneria 4 pc "	.10		
		Sagittaria natan 5 pc "	.10		
		Sagittaria sinensis "	.10		
		Cryptocoryne willisii	.25		
		Cryptocoryne cordata	.35		
		Cryptocoryne	.50		
		Cellophane plant (Honduras)	.35		
		Potamogeton crispus Lace plant	.50		
		Fern plant	.10		
		Forntinalis breeding moss bunch	.10		





# NIPOGOLD AQUARIUMS

"NIPOGOLD" AQUARIUMS are of high quality, and they are not expensive. By specializing in what we have found to be the best selling sizes, and using modern methods of manufacture, we are able to offer these aquariums at the following reasonable prices. All "Nipogold" Aquariums are guaranteed against defective material and workmanship. The following prices include a balanced Aquarium.

## SEVEN POINTS OF SUPERIORITY

1. Made of National known products.
2. Modern design and construction
3. Careful, experienced workmanship
4. Pleasing, lasting appearance.
5. Guaranteed from leakage for 1 year.
6. Lowest price for quality given.
7. Backed by continued experience

"Since 1911"

## GLASS BOTTOM STOCK AQUARIUM

STOCK NO	MEASUREMENT	CAPACITY	PRICE
(Glass Bot)	l x w x h	(gallon)	Each.

GA-4	8 1/2 GAL	GL - 1	10" x 5 1/2" x 8"	1 3/4	\$ 1.00	
		GO - 2	12" x 6 1/2" x 9"	2 1/2	1.45	GN-6 10 1/2 GL
18L x 11 x 12		GA - 1	12" x 6 1/2" x 9"	2 1/2	1.75	24 x 8 1/2 W x 12
\$ 3.75		GN - 3	14" x 8 1/2" x 10 1/2"	5	1.95	\$ 4.25
		GA - 2	14" x 8" x 10"	4	2.25	Complete with
		GA - 3	16" x 9 1/2" x 10"	6	2.95	Cover set \$5.00

## CUSTOM BUILT STAINLESS STEEL AQUARIUMS

Stainless Steel Aquariums are made from USS Chrome and 8% Nickel Stainless Steel, from which we have fabricated Aquariums of enduring beauty and distinction. It is excellent in general corrosion and is non-tarnishable and keeps a lasting high polish.

### "DELUXE" STAINLESS STEEL AQUARIUMS

### DURABLE GALVANIZED FRAME WITH SLATE BOT.

SLATE BOT	MEASUREMENT	CAPACITY	PRICE	SLATE	MEASUREMENT	CAPACITY	PRICE
	L X W X H	(Gallons)	Each		L X W X H	(Gal)	Each
SSN - 2	10" x 6 1/2" x 8"	2	\$4.25	SN - 4	18" x 11" x 12"	8 2/3	\$ 4.75
SSN - 3	16" x 8" x 10"	5 1/2	6.75	SN - 6	24" x 3 1/2" x 12"	10 1/2	5.00
SSN - 4	20" x 8 1/2" x 12"	8 1/2	10.75	SN - 24	24" x 12 1/2" x 14"	18	8.50
SSN - 6	24" x 8 1/2" x 22"	10 1/2	12.95	CSN - 24	24" x 12 1/2" x 14"	18	9.50
SSN - 28	28" x 10" x 14"	18	19.00	SN - 28	28" x 10" x 14"	18	10.50
SSN - 32	32" x 12" x 14"	23	25.00				

## SPECIFICATIONS

"G" - Glass Bottom	"A" Ornamental Legs
"L" - Straight legs without top frame	"C" Countersunk top frame
"O" - Straight legs with top	"N" Flat bottom with no legs
	"S" Slate bottom

## AQUARIUM GRAVEL & PEBBLES

White Monterey Sand	----- LB	.02¢
Aquarium River gravel	----- "	.01
Aquarium pebbles	----- "	.05
Polished Imported pebbles	----- "	.10
Colored Chips and Shells	----- "	.10
Ornamental pumice stone (carved)		.35



## AQUARIUM SERVICE

Whenever your Aquarium needs a little cleaning, call us up ( WEst 2415) and have one of our experienced "Aquascaper" tidy up your Tropical Fish Aquarium. We supply necessary gravel Water Plants, and seasoned Water.

NIPOGOLD	1 3/4 Gallons -----	\$.50¢	FOUNTAINETTE
FUNGUS REMEDIES	2 1/2 "	.75	WATER PUMPS
	4 "	1.00	
Fungicide -----	6 "	1.25	For a miniature fountain
Blue Salt 5 OZ .30	8 1/2 "	1.50	in your Home or in the
Sea Salt LB .05	10 1/2 "	1.75	Pool, try one of the
Antidiscrassicum	15 "	2.00	following Fountainettes.
Small .35	18-20 "	2.50	No 1-A ----- \$ 6.50
Large .55	25 "	3.00	NO 1-B 7.50
	FILTER SERVICE (complete)	1.00	NO 2-A 9.50

## GUARANTEED CHROME HEATERS ———— DEPENDABLE THERMOSTATS

### CHASE CHROME HEATERS

"Your Silent Watchman"

The "CHASE" HEATERS are designed to lay on the bottom of the Aquarium, where the heat really belongs. The design is such as to afford the best possible circulation of the heated water, and is also easily concealed among the aquarium plants, so that it will not mar the beauty of the Aquarium.

CHASE HEATERS ARE GUARANTEED FOR 2 YEARS

20-40- 60 Watts ----- Each \$2.00  
75-100-150 " " 2.25

"NIPOGOLD" ACE CHROME HEATERS  
(Guaranteed for one year period)

10-15-20-30 Watts ----- Each \$ 1.35  
25-40-50-75 " ----- " 1.35

### HEATER PARTS

#### ELEMENTS

10,15-20,30,40,60 W ----- .35¢  
75-100-150 .50  
TEST TUBES 1 x 8 inch plain .10  
1 x 8 " Pyrex .20  
1 x 10 " " .30

### "NIPOGOLD" GUARANTEED THERMOSTAT.

An absolute insurance for your fish. The finny inhabitants of a well balanced aquarium have a body temperature dependent on the temperature of the water in which they live. This desired temperature should always be maintained at some definite degree; for instance at 75, 77 or 78 degrees. As long as a constant constant temperature is maintained, there is no worry.

SENIOR DELUXE THERMOSTAT ----- \$2.75  
(with outside adjustment knob)

JUNIOR DELUXE THERMOSTAT ----- 2.25  
(with inside adjustment knob)

### "NIPOGOLD" SUPREME COMBINATION SETS

Small midget sets suitable for 5 to 8 gallon Aquariums are now available at a reasonable price. These inexpensive sets carry the same one year guarantee.

50 and 75 Watts ----- Set \$ 2.75

SIGNAL LIGHTS Socket & Globe .30  
(Clear, Green or Red)

## AQUARIUM SERVICE • HEATERS • THERMOSTATS





## TROPICAL FISH AERATION EQUIPMENT

WHY USE ARTIFICIAL AERATION ? WHY FILTER AQUARIUM WATER ? "Because the concentration of fish and plant life in an Aquarium is much higher than is ever found in the natural state. Therefore artificial aids are necessary to maintain a satisfactory oxygen condition and to remove impurities caused by decaying plant matter and the natural elimination of the fish. The wise aquarist will avail himself of all artificial aids possible in order to assure himself that the water in the Aquarium will always be acceptable to the most delicate fish"

### MARCO PRODUCTS

#### MARCO PUMPS:

A good pump maintains the oxygen condition in the Aquarium and should operate smoothly and efficiently. It should be self-starting, non reversing and built to give years of service. Marco Air Pumps meet all these specifications.

MODEL "A" PUMP ----- \$16.00  
For 12 releasers.

MODEL "B" PUMP ----- 21.00  
For 24 releasers.

MODEL "B-2" PUMP ----- 26.00  
For 26 releasers.

#### MARCO FILTERS:

A good filter removes all foreign matters and purifies the water by eliminating all dissolved organic matter. It also neutralizes the acidity of the water and all these things Marco Filters perform.

MARCO 10" Outside Filter ----- \$10.00  
(Complete with carbon and crystals.)

MARCO 12" Outside Filter ----- 11.00  
(Completely set up )

#### MARCO SUPPLIES:

Deluxe Marco Valves ----- .85¢ Ea  
(Style 1 - 5 inclusive)  
(Style 6 for 1/8" pipe) ----- .75¢ "  
Marco complete 10" releasers ----- .50¢ "  
Marco Air line filter ----- .85¢ "  
Ball O'Mist Releasers ----- 1.60 "

MARCO WATER PUMP & FILTER \$ 45.00  
(Circulates 300 Gallons per day)

### WHITE MIST AIR PUMP

A new pump that every Fish Fancier can now afford. The WHITE MIST PUMP is an extremely simple and long-lived mechanism, and thoroughly guaranteed. Its working principle briefly, is as follows: A "U" shaped steel bar, vibrated by an electro-magnet works a sturdy little bellows. The bar is tuned to synchronize with the vibrations of the alternating current. The pumping impulses are so rapid that the air flows from the outlet tube in a smooth, luxurious stream. It is absolutely quiet, and requires no oiling. Costs only but .03¢ per month to operate and does not interfere with the radio. Aerates from 1 - 8 Aquariums, and does not interfere with your radio.

THE PRICE ----- \$ 7.50

GLASS-TOPPED MODEL 9.50

### FILTER & AUXILIARY EQUIPMENT

"Forshaw" All Celluloid Filter \$ 4.50  
"Hinggold" 10" Filter ----- 5.95  
Filter supplies:

Glass wool 1/2 Oz ----- .15  
2 LB Marble Chips 2# ----- .15  
2 LB Charcoal 2# ----- .25  
Round Stone releaser .55  
Junior Ball O'Mist 1.00  
Deep-Sea Diver (chrome) 1.75  
Deep-Sea Diver (china ) .85  
Zenco Valves .65  
"T" and Cross pieces ----- .25  
Clamps .25  
1/8" Rubber tubing (red) per Ft .05  
6 Foot .25  
1/8" Celluloid " " per Ft .10  
1/4" " " " " .20  
3/8" " " " " .25

189248

AIR PUMPS      AUXILIARY EQUIPMENTS      FILTERS

